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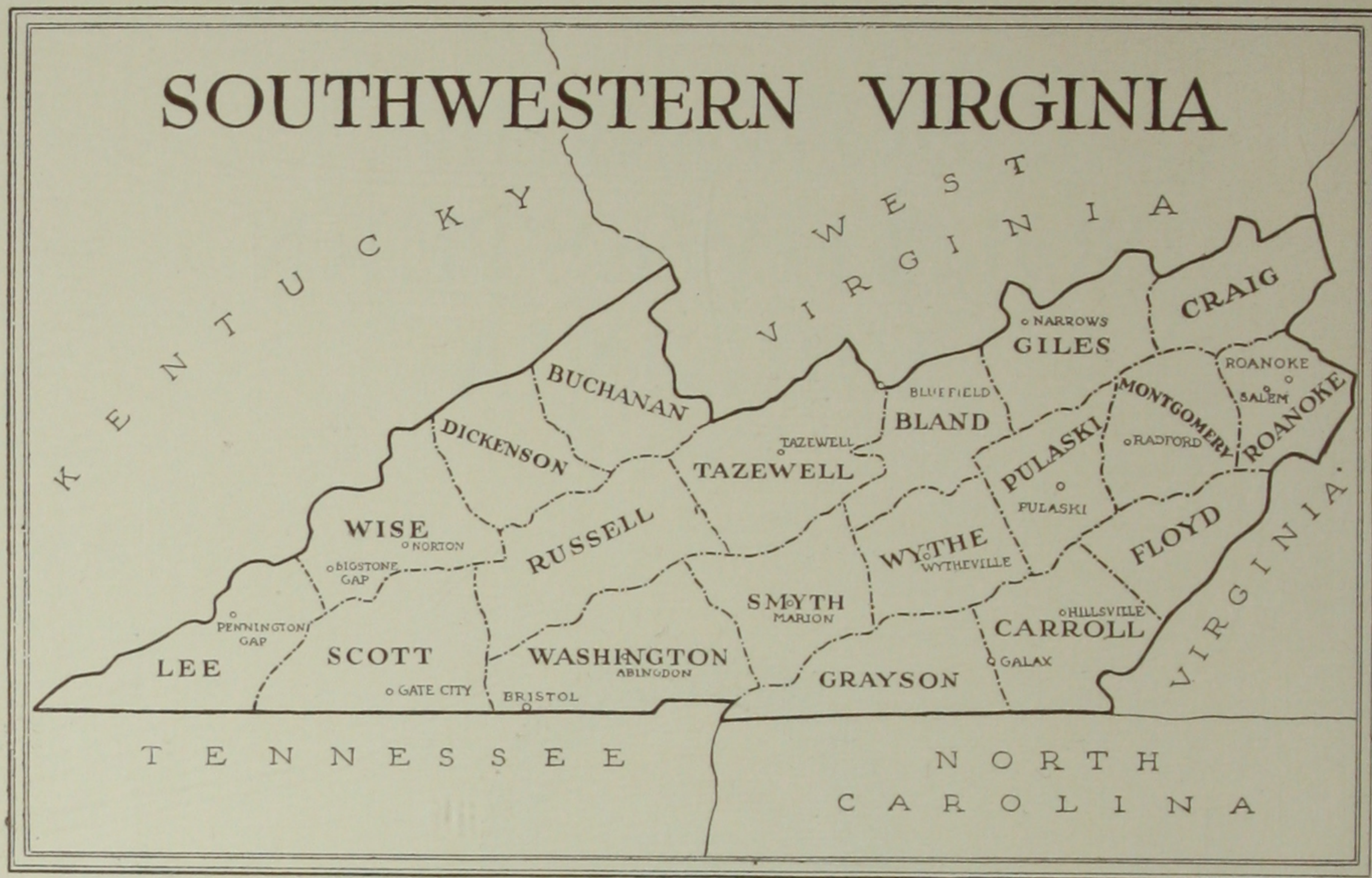
The illustration depicts a large dam with multiple spillways across a river. To the right, a tall, lattice-structured power transmission tower stands prominently, with power lines extending from it. In the background, a city skyline with various buildings is visible under a sky with stylized, radiating lines. The foreground features dark, silhouetted trees and foliage.

**GIANT
POWER**
Builder of
A MOUNTAIN EMPIRE

POWER IN SOUTHWESTERN VIRGINIA



A GREAT MOUNTAIN EMPIRE
Served by
THE APPALACHIAN POWER CO.
BLUEFIELD, WEST VA.



***S**ELDOM does one find such a rich and favorable blending of agricultural wealth, untold mineral deposits, timber resources and unlimited water power for industrial use as Southwestern Virginia affords.*

Southwestern Virginia

A Great Mountain Empire

STRETCHING Southwestward from the Valley of Virginia lie the nineteen counties of Southwestern Virginia. They are a mountainous section, ranging in altitude from 1,060 to 3,000 feet, with long, fertile valleys enclosed between the ridges and dotted with prosperous towns. The region is abundantly watered and presents a variety of soils. The soil is enriched by soft limestone deposits and yields heavy crops. Thousands of cattle and sheep graze on the grassy slopes that have never required cultivation or plowing but have covered themselves with heavy crops of bluegrass as fast as the timber has been removed. It has the distinction of being the only section in the United States that exports cattle direct from bluegrass pasture fields to foreign ports.

In the hills are vast beds of coal, including the famed Pocahontas, and large deposits of iron ore, zinc lead, copper, manganese, salt, gypsum and entirely undeveloped deposits of asbestos and mica.

The heavy timbered sections include a variety of hardwoods, as well as Southern pine and evergreens.

Agriculture is made prosperous and living cost lowered by the fertility of the limestone soil. As a prosperous trucking section, shipments of cabbage, potatoes, grains, buckwheat and tobacco constitute an important source of profit.

And withal Southwestern Virginia is particularly fortunate in having abundant, cheap water power for the development of her industrial and common resources. Electrification has resulted in the establishment of many new industries with an attendant speeding up in production and improvement in operation methods of the older industries. Ready power at low rates reduces the invested capital needed for new industries and everywhere along the transportation lines thriving and allied industries are springing up to capitalize existing resources in raw materials, labor, transportation and markets.

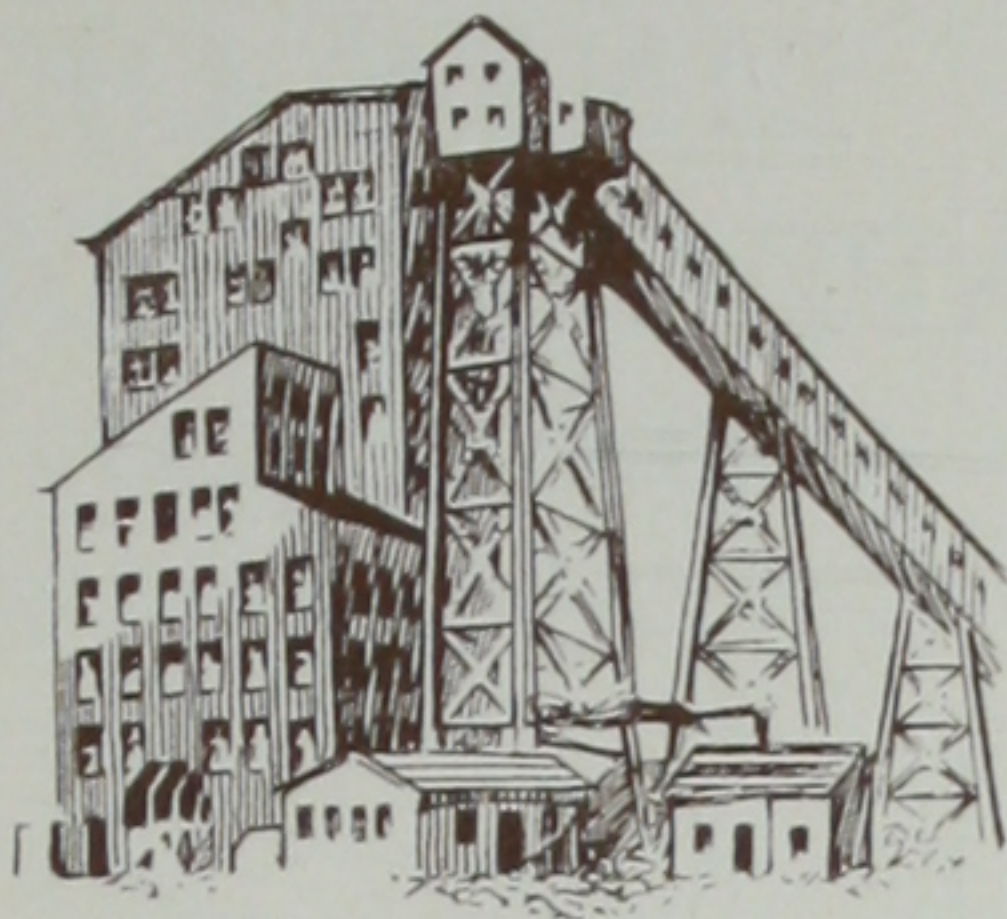


TYPICAL FERTILE VALLEY, HARD-SURFACED ROAD AND PROSPEROUS SMALL INDUSTRIAL TOWNS SHELTERED BY THE RIDGES IN SOUTHWESTERN VIRGINIA.

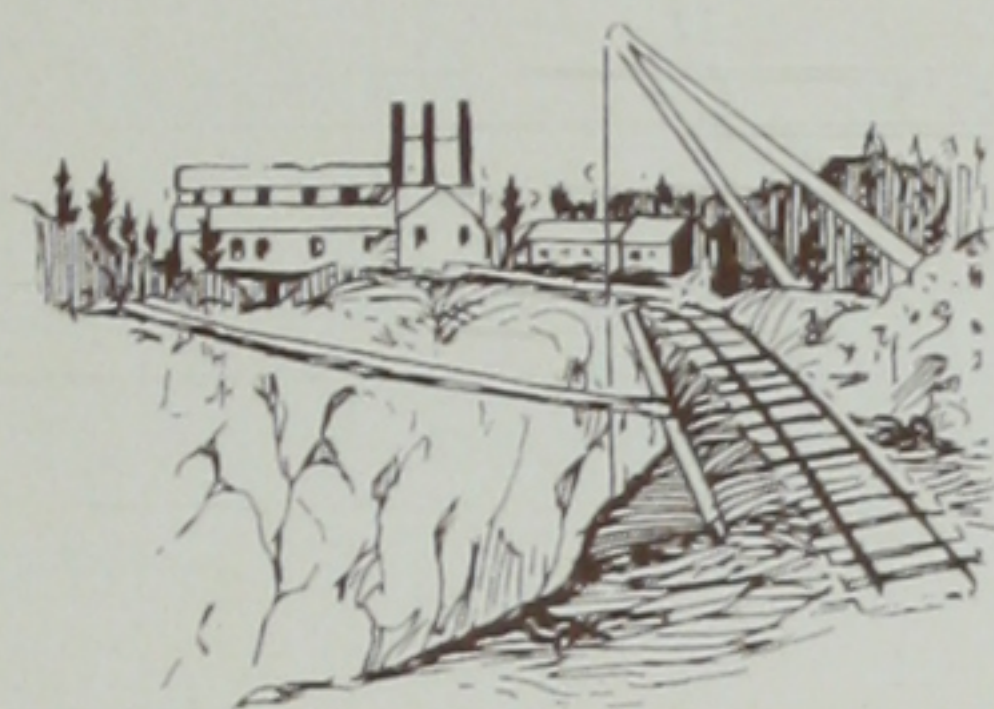
Industries of Southwest Virginia

ONE naturally thinks of the industries of Southwestern Virginia in terms of its rich coal fields, coke ores and timber resources. Yet there is a diversity of allied and unallied smaller industries. Furniture factories, hosiery mills, chemical plants, gypsum plants, flour mills, machine shops, and a number of other industries taking advantage of the favorable conditions of power, transportation, raw materials and labor are rapidly forging ahead. The development of the water powers of the section and the power transmission system now established, opened the door to the smaller plant and factory where smaller independent power plants would have barred, due to heavy investment, high operating cost, and uninterrupted supply of power.

The great power system, The Appalachian Power Company, now serving the section by harnessing the water power on a large scale, by developing great steam plants of exceptional efficiency and by an interlocking system of transmission has assured to the manufacturer an uninterrupted supply of economical power that is awakening the slumbering industrial giant of Southwestern Virginia's nineteen rich counties. Diversified industries are now transforming her rich raw materials into profitable finished products.



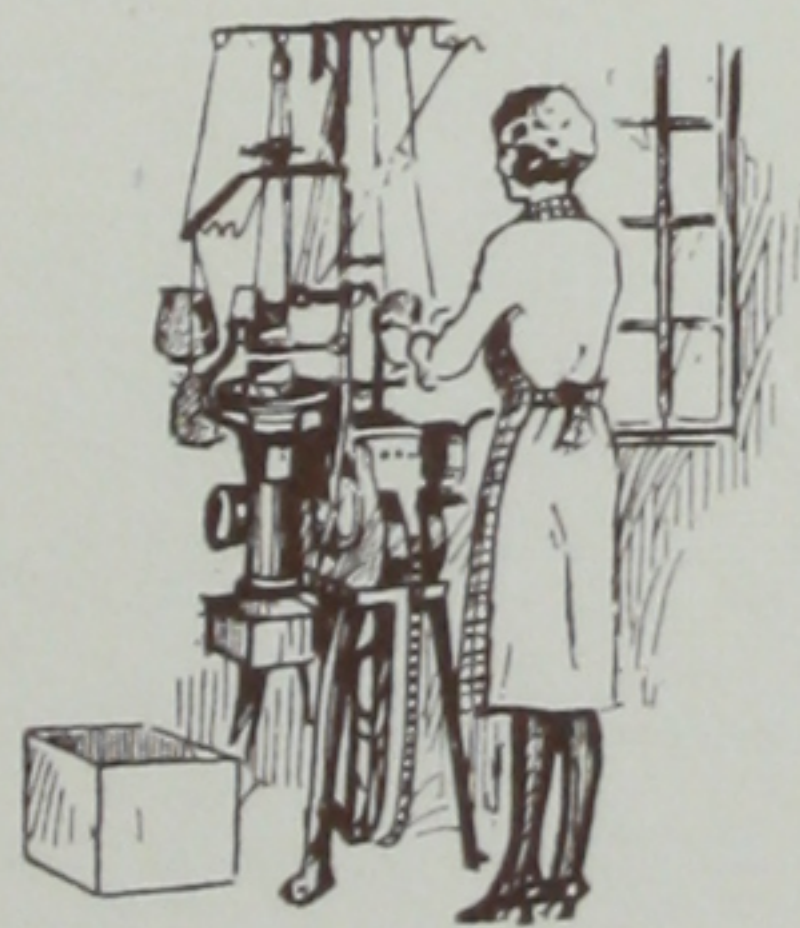
COAL



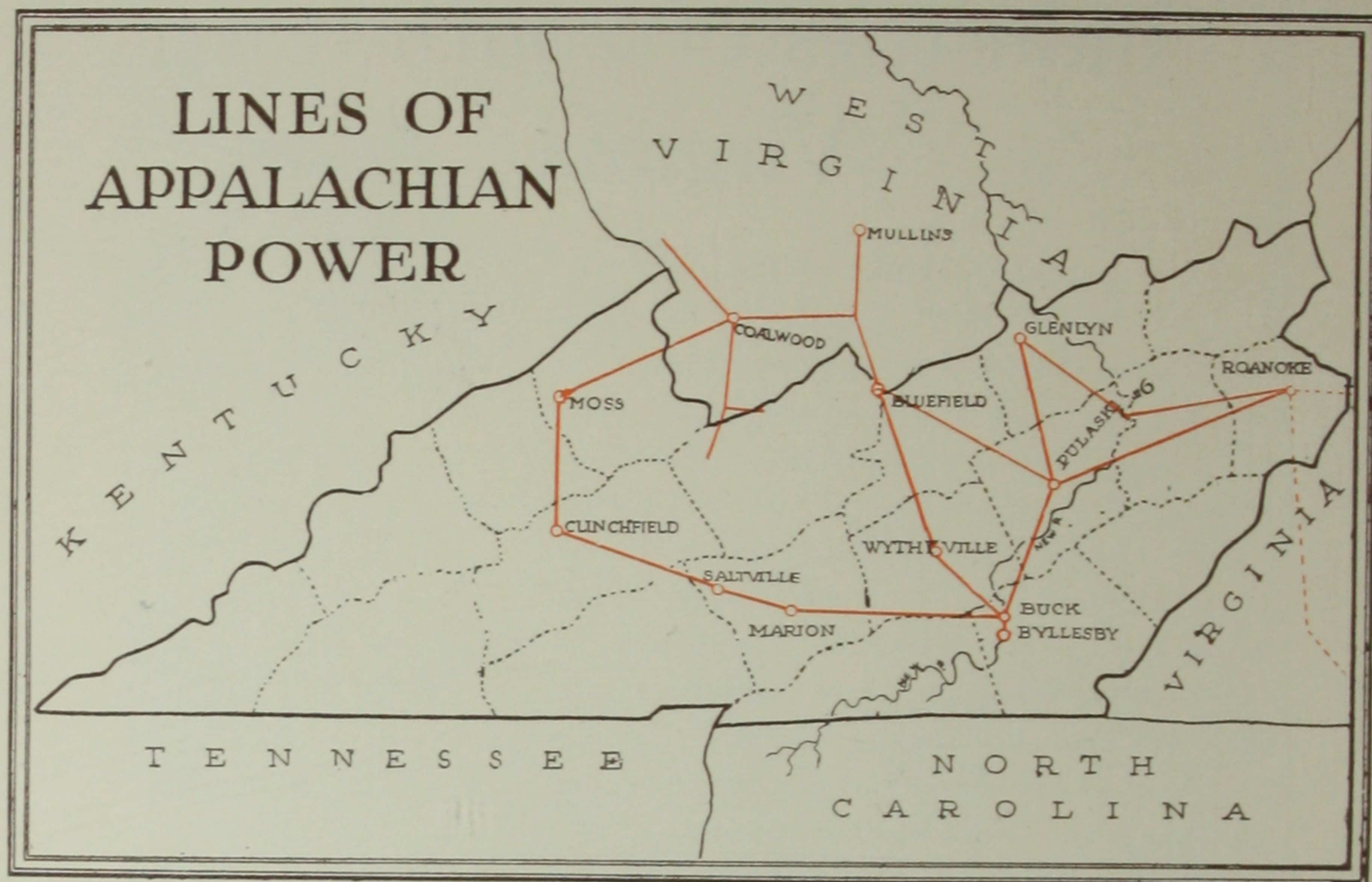
MINERALS



FURNITURE



HOSIERY



THE steel tower transmission lines of the Appalachian Power Company now girdle Southwestern Virginia and insure an uninterrupted supply of economical power for its growing industries.

THE APPALACHIAN POWER COMPANY

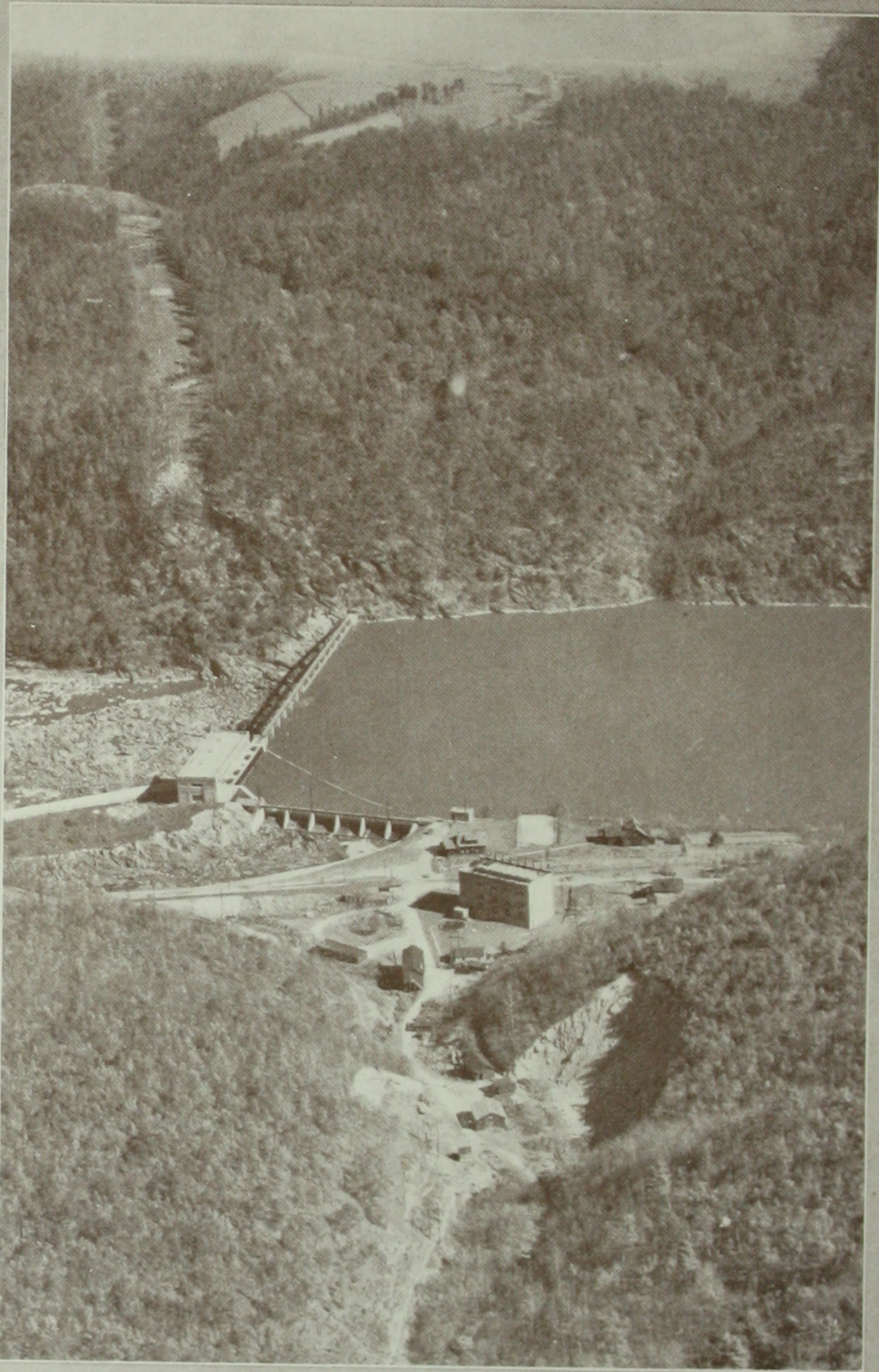
THE fundamentals of industrial development have been established as *Markets, Labor, Materials, Transportation and Power.*

Power has been recognized as the keystone of the Industrial Arch. Already rich in the first four factors, Southwestern Virginia completed her industrial arch with the coming of the Appalachian Power Company.

Hydro-electric power, backed by steam power, and in addition an interconnected super-power zone with hundreds of thousands of steam-developed horsepower in reserve, now offers an exceptional inducement to industry.

Power is being supplied by the Appalachian Power Company and its subsidiary companies from its two original hydro-electric plants located on the New River in Carroll County, Virginia, and by its large modern steam electric plant at Glen Lyn, Virginia. The hydro-electric plants at Buck and Byllesby have a combined capacity of 40,000 horsepower. Power is generated in these two stations at 13,200 volts and is stepped up to 88,000-volt transmission lines to substations throughout the territory where it is stepped down and distributed for home and industrial use.

These two plants, the first units of the Appalachian Power System, were established in 1912. The business of the company increased at the rate of approximately 25 per cent a year, and in 1917 the great steam plant at Glen Lyn, of 80,000 horsepower, was begun and completed in 1918. This plant of exceptional efficiency is located close to the coal fields, with an adequate supply of water for conden-

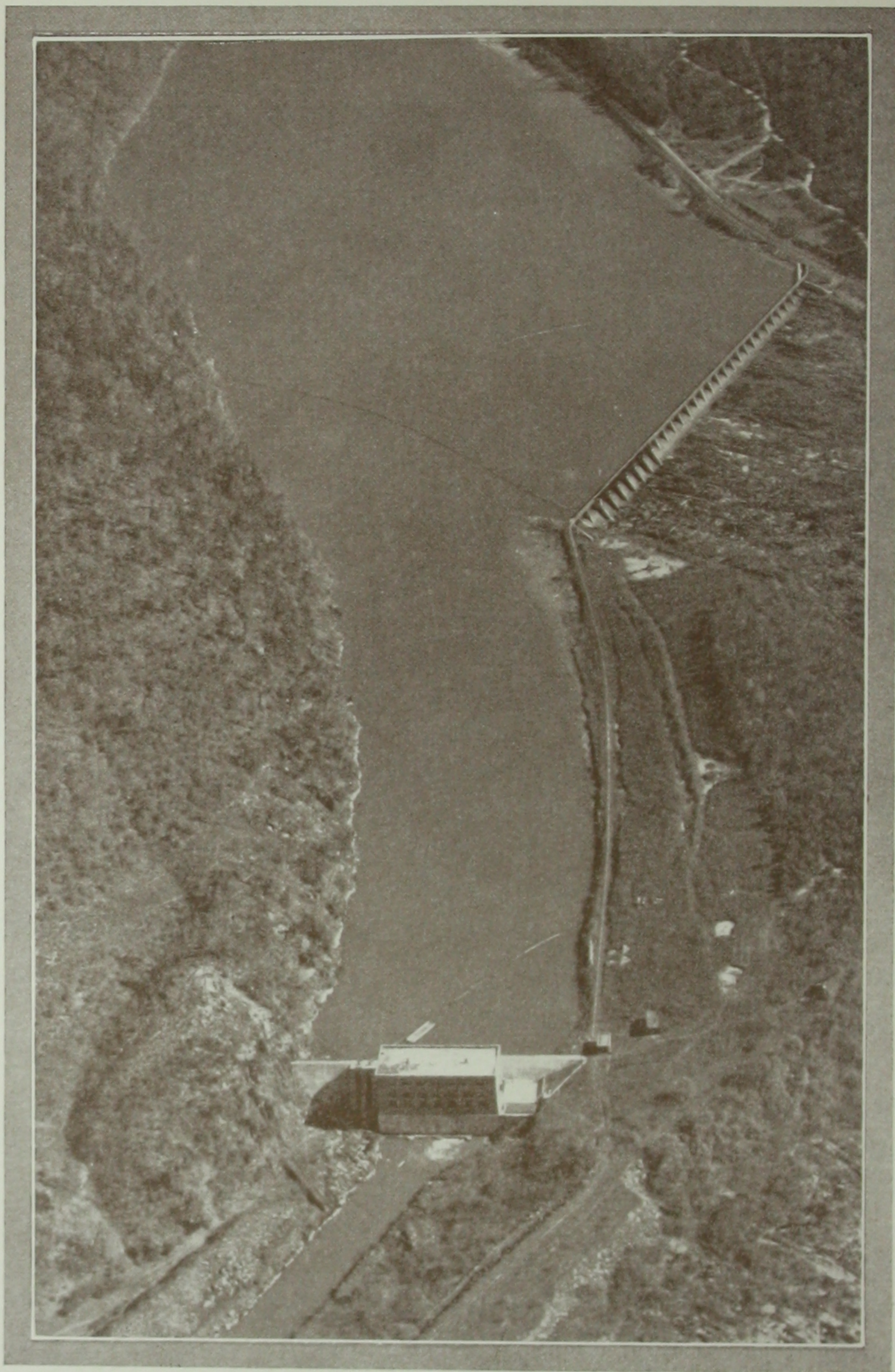


THE HYDRO-ELECTRIC PLANT AT BUCK

One of the hydro-electric units of the Appalachian Power System. Power is generated at 13,200 volts, and stepped up to the 88,000 volt transmission lines to sub-stations throughout the territory.

sation purposes. It has the further advantage of being on the main lines of both the Norfolk and Western and Virginian Railways. It is so designed and arranged as to enable it not only to tie into the great super-power system, but also to permit it to take over any shortages, overloads, or troubles that may develop in other lines. It is, therefore, a great strengthening link in all the electric development of the territory. In economical production of power this plant has set up one of the most gratifying records made by generating plants in the United States. The transmission system radiating from the power plants extends eastward to Roanoke, Virginia, southwest through Saltville and Clinchfield, northward up the Carolina, Clinchfield and Ohio Railway to Moss, eastward back through Coalwood, West Virginia, to the center of distribution for the coal fields at Switchback. It extends from Switchback through Bluefield, Glen Lyn, and back to the hydro-electric plants at Buck and Byllesby, in Carroll County, Virginia, with branches to the coal fields located on the Virginian Railroad in and around Mullens, West Virginia. All intermediate and surrounding territory is supplied from this transmission system.

The Appalachian Power Company, with headquarters at Bluefield, West Virginia, now has under construction a double-circuit steel tower line connecting the steam plant at Glen Lyn, Virginia, with Roanoke and Lynchburg to the east. A steel tower transmission line is stretching southward from Roanoke to Martinsville, and probably to connect with the North Carolina power lines. Lines are under survey and construction about to begin from Glen Lyn to Logan, West Virginia, and connecting with the plants of Kentucky and West Virginia Power Company and other power systems to the west.



THE HYDRO-ELECTRIC PLANT AT BYLLESBY

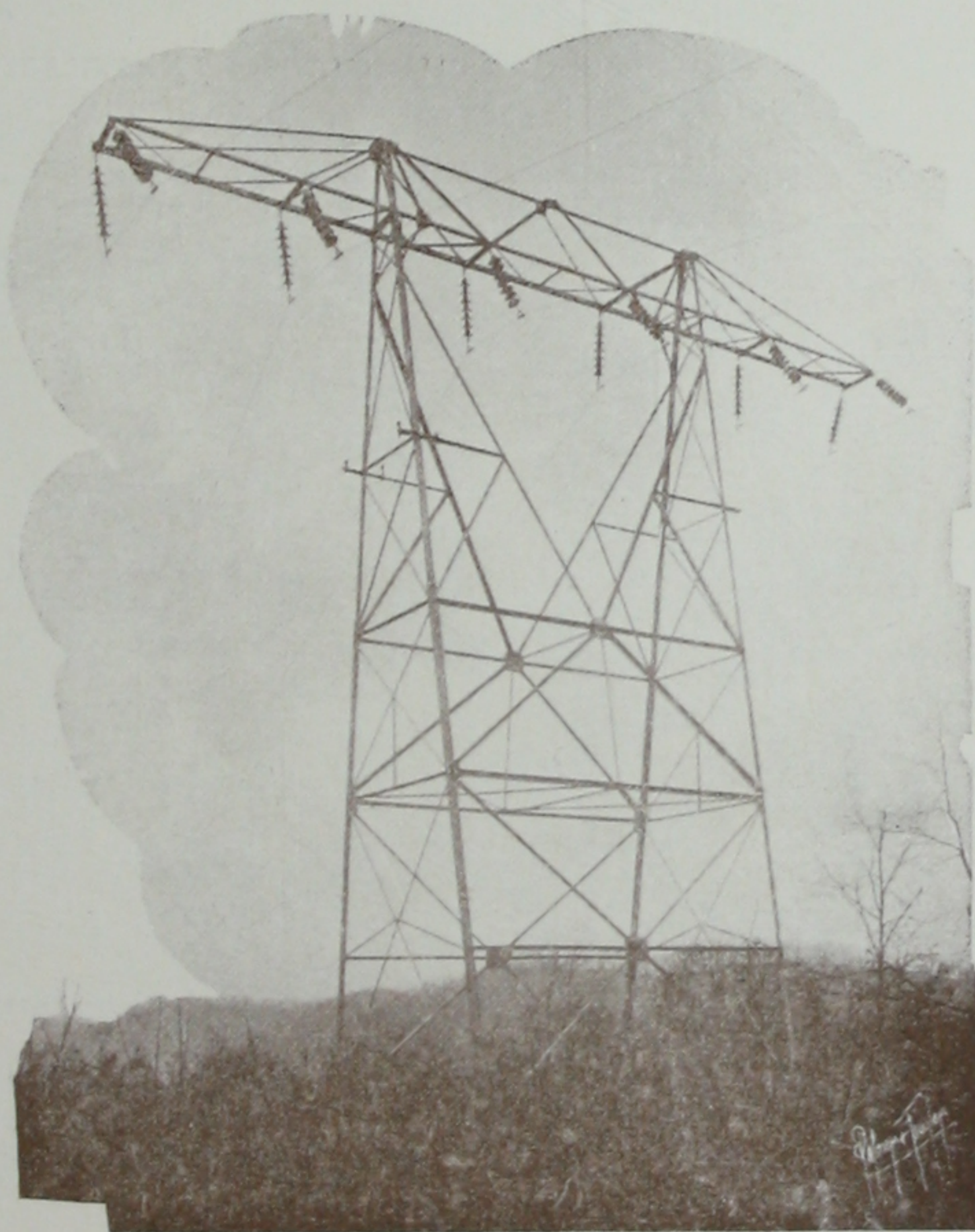
This ideally located hydro-electric unit, together with that at Buck, has a capacity of 40,000 horsepower. Water supply is ample throughout the year.

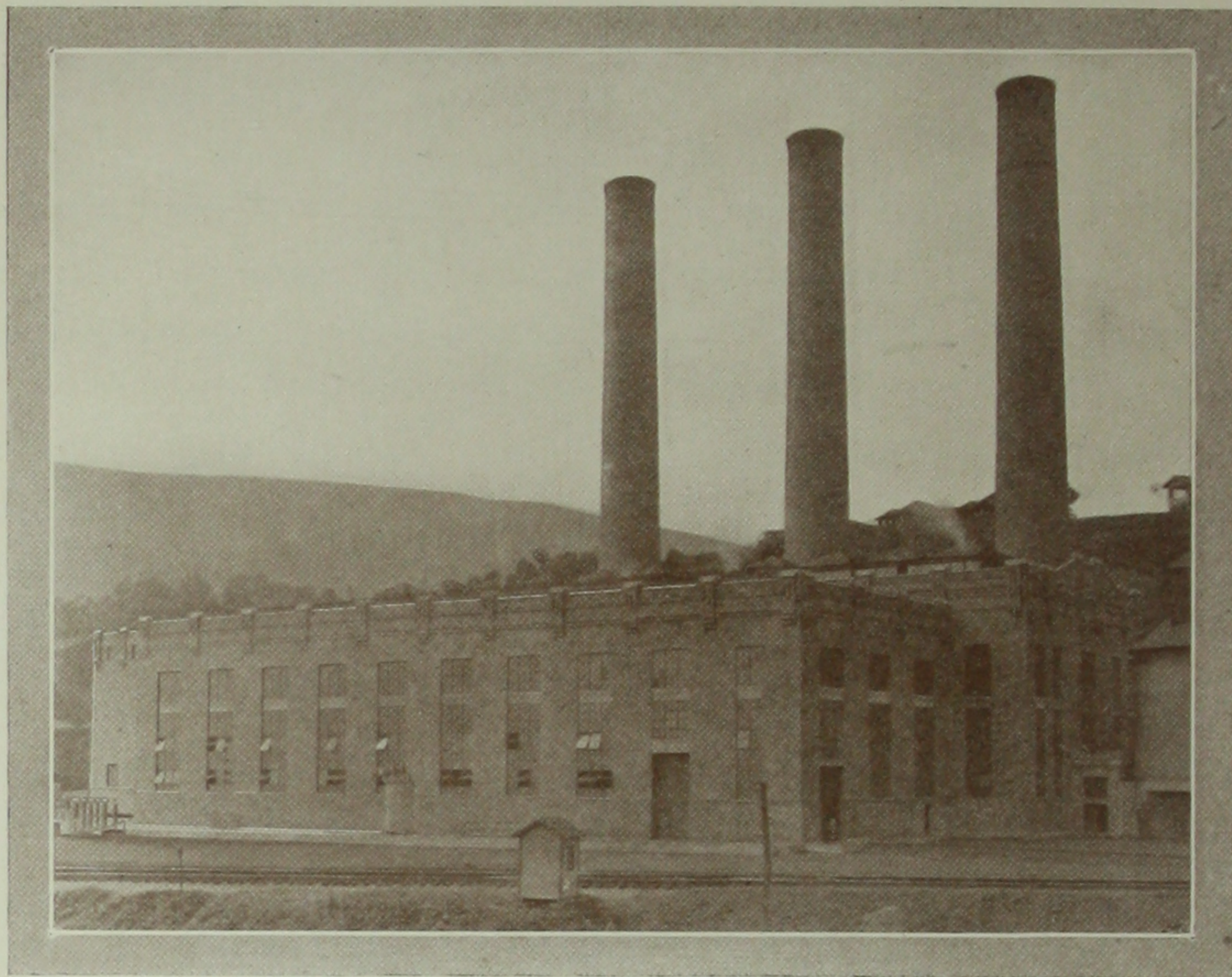
As an additional reserve, there is an interconnection of over 13,000 horsepower with the plant of the Norfolk and Western Railway Company.

Industries are developing in Southwestern Virginia stimulated by the availability of economical uninterrupted power. Looking ahead and anticipating the needs of the section, the Appalachian Power Company is preparing to spend approximately \$7,000,000 in developing a great hydro-electric plant at the New River in Pulaski County, just above Radford, Va. This plant will have a dam 110 feet high, and will develop approximately 110,000 horsepower. It will be one of the largest and most modern power units between North Carolina and Niagara Falls.

Southwestern Virginia is on the move. Rich in men, money, markets and transportation facilities, she now has a great power giant to drive her industries onward.

A modern double-circuit steel tower line of the Appalachian Power Company, typical of those which cover Southwestern Virginia.





THE GLEN LYN STEAM PLANT

A MODERN steam electric plant of exceptional efficiency at Glen Lyn, Virginia—80,000 horsepower capacity. This plant is located close to the coal fields with an adequate supply of water. It is on the main lines of both the Norfolk & Western and Virginian Railways. It is designed to enable it to tie into the great super-power system and take over any shortages, overloads or troubles that may develop in other lines.

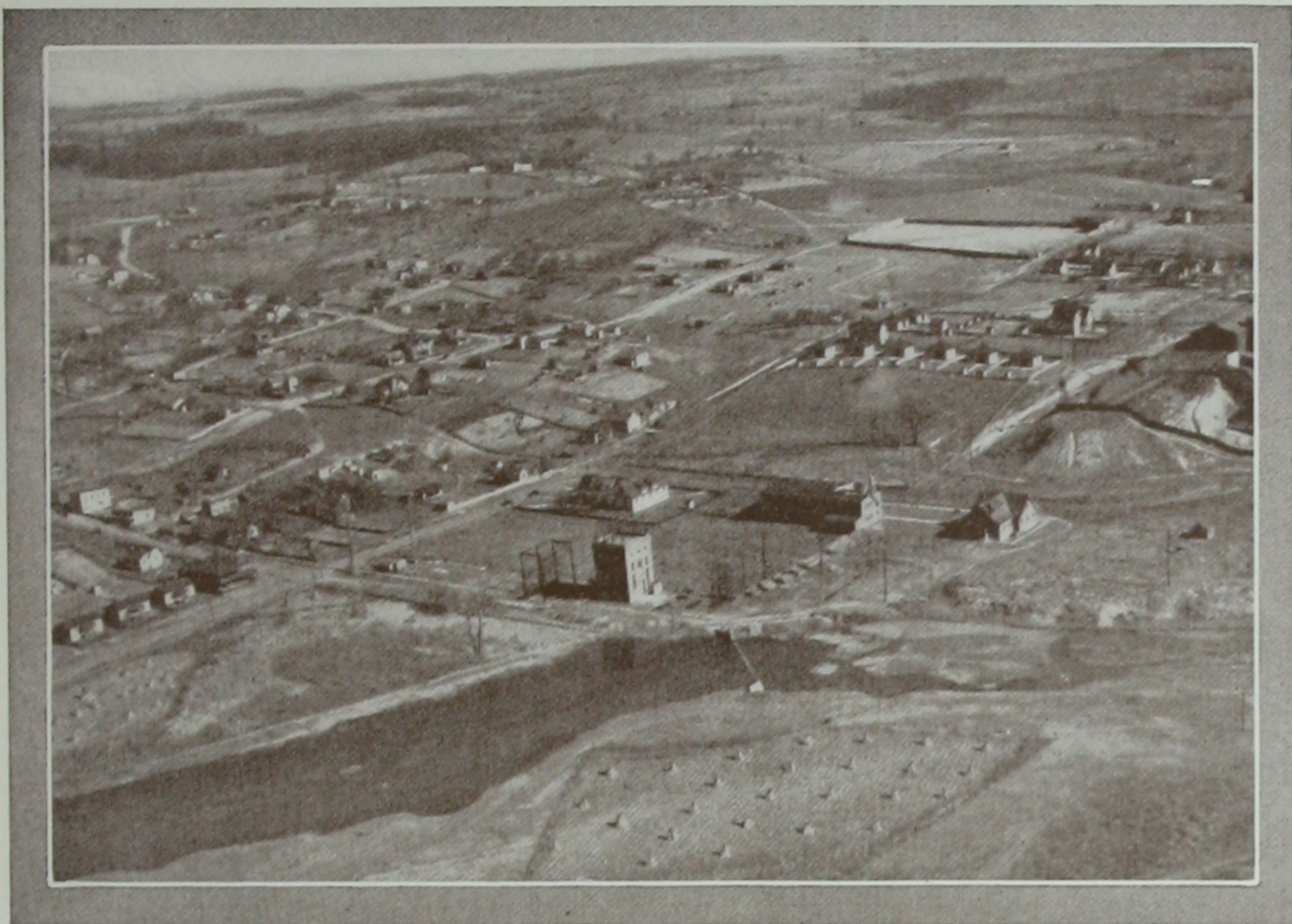


A GLIMPSE OF BLUEFIELD—THE HEADQUARTERS OF THE APPALACHIAN
POWER COMPANY.



ONE OF THE MOST BEAUTIFUL OF NATURE'S WONDERS: THE NATURAL
TUNNEL OF VIRGINIA

*Located in Scott County within thirty minute's ride of Gate City. It is
400 feet high and over 900 feet long.*



MODERN SUB-STATION OF APPALACHIAN POWER CO.



TYPICAL THRIVING INDUSTRIAL DEVELOPMENT WITH ADEQUATE WATER AND
SHELTERING WOODED HILLS.



Five Questions Answered

What has Southwestern Virginia to offer in industry or agriculture? (*See pages 3-5.*)

Has she five factors of industrial development—markets, labor, material, transportation and power? (*See page 7.*)

Can I get economical power and will it be available all year around? (*See pages 7-9.*)

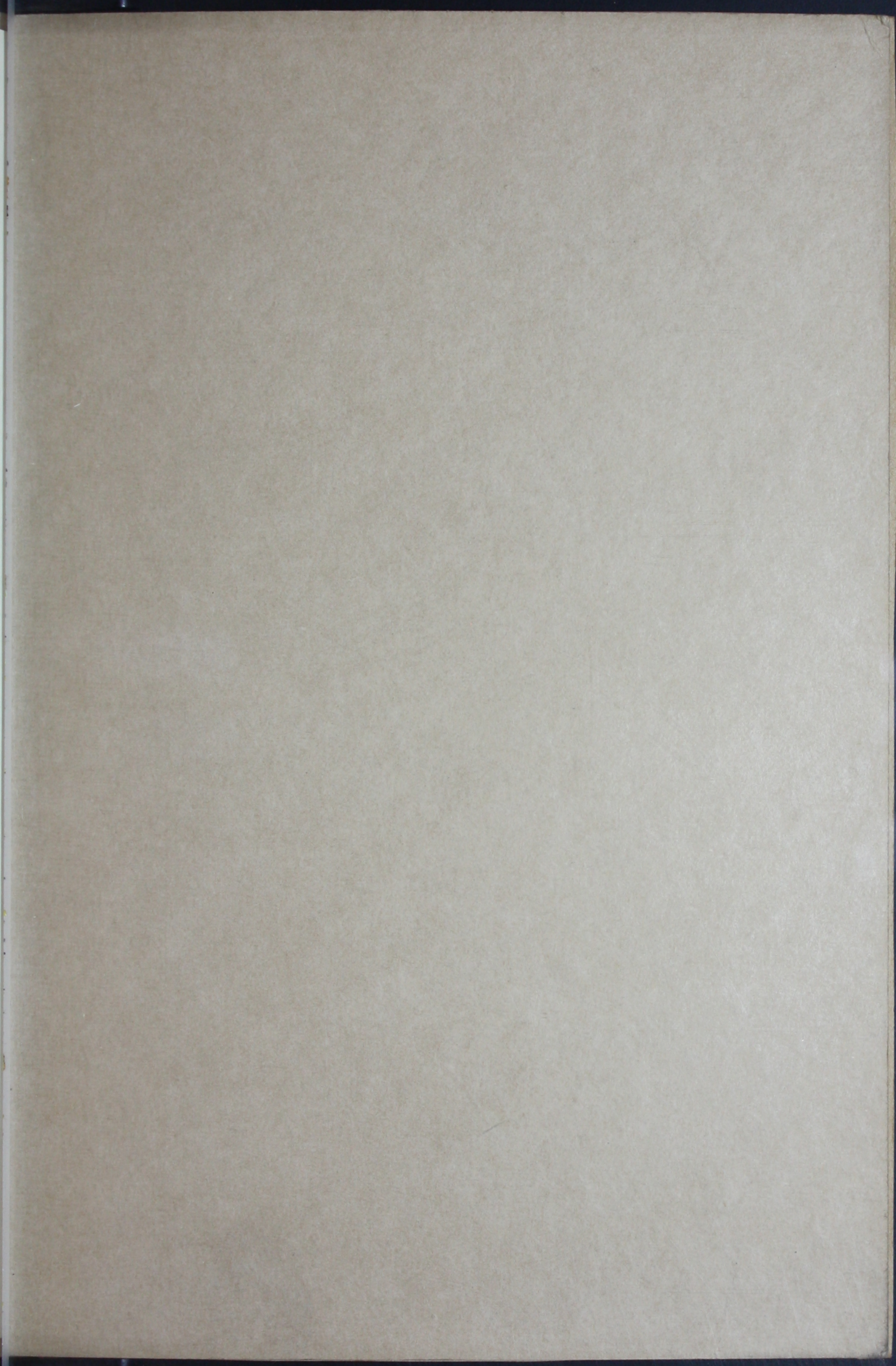
Is there reserve power to take care of new industries? (*See page 11.*)

Who can give me information about Southwestern Virginia and help me locate there? (*See below.*)

*Complete information helpful to interested industries
may be obtained from*

SOUTHWESTERN VIRGINIA
INCORPORATED

IRVING LEWIS SPEAR, *Exec. Secretary*
WYTHEVILLE, VA.



*Write for a Copy
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